

## ABSTRAK

Made Ghea Anandita (01011180243)

### **PENGARUH *LOCUS OF CONTROL* TERHADAP *CYBER ENTREPRENEURSHIP INTENTION* DENGAN DIMEDIASI OLEH *THEORY OF PLANNED BEHAVIOR* (TPB) DAN *CYBER ENTREPRENEURSHIP EDUCATION* SEBAGAI PEMODERASI PADA ANGKATAN KERJA DI KAWASAN JABODETABEK**

(xiv + 115 halaman; 6 gambar; 24 tabel)

Tingginya pencari kerja dengan minimnya jumlah lapangan kerja yang tersedia akibat COVID19 akan berdampak pada tingkat pengangguran. Riset ini dilakukan untuk mengetahui pengaruh dari *locus of control* terhadap *cyber entrepreneurship intention* yang dimediasi oleh *theory of planned behavior* (TPB) dan dimoderasi oleh *cyber entrepreneurship education* terhadap angkatan kerja di JABODETABEK. Riset ini menggunakan penelitian kuantitatif dan untuk mendapatkan data yang dibutuhkan, metode pengumpulan data yang digunakan peneliti adalah dengan menyebarkan kuesioner secara online. Responden yang digunakan untuk penelitian ini adalah angkatan kerja dari wilayah JABODETABEK dan berusia 15 tahun keatas. Terdapat 200 responden yang berpartisipasi untuk riset ini. Data yang didapatkan peneliti diolah dan dianalisis menggunakan SmartPls v.3.2.9. Model eksternal terdiri atas pengujian validitas dan reliabilitas. Untuk model internal terdiri atas VIF, R-squared, dan pengujian hipotesis. Dari hasil riset yang dilakukan, peneliti mendapatkan bahwa *Locus of Control* berpengaruh negatif terhadap *Attitude*, *Subjective Norms*, dan *Perceived Behavioral Control*. *Attitude* tidak berpengaruh positif terhadap *Cyber Entrepreneurial Intention*. *Subjective Norms* dan *Perceived Behavioral Control* berpengaruh positif terhadap *Cyber Entrepreneurial Intention*. *Cyber Entrepreneurship Education* tidak memoderasi *Attitude* terhadap *Cyber Entrepreneurial Intention*. *Cyber Entrepreneurship Education* memoderasi *Subjective Norms* terhadap *Cyber Entrepreneurship*. *Cyber Entrepreneurship Education* memoderasi *Perceived Behavioral Control* terhadap *Cyber Entrepreneurial Intention*. *Cyber Entrepreneurship* tidak berpengaruh positif terhadap *Cyber Entrepreneurial Intention*.

**Keywords:** *Locus of Control, Cyber Entrepreneurship Intention, Theory of Planned Behavior, Attitude, Subjective Norms, Perceived Behavioral Control, Cyber Entrepreneurship Education.*

Referensi: 42 (2017-2022)

## **ABSTRACT**

*Made Ghea Anandita (01011180243)*

### **THE INFLUENCE OF LOCUS OF CONTROL ON CYBER ENTREPRENEURSHIP INTENTION MEDIATED BY THE THEORY OF PLANNED BEHAVIOR (TPB) AND CYBER ENTREPRENEURSHIP EDUCATION AS A MODERATOR IN THE WORKFORCE IN THE JABODETABEK AREA**

*(xiv + 115 pages; 6 figures; 24 tables)*

*The high number of job seekers coupled with the limited availability of job opportunities due to COVID-19 will have an impact on the unemployment rate. This research is conducted to determine the influence of locus of control on cyber entrepreneurship intention, mediated by the theory of planned behavior (TPB), and moderated by cyber entrepreneurship education on the workforce in the JABODETABEK area. This research utilizes quantitative research methods, and to obtain the required data, the data collection method employed by the researcher is by distributing online questionnaires. The respondents used for this study are members of the workforce in the JABODETABEK area who are 15 years old and above. There were 200 respondents who participated in this research. The data obtained by the researcher was processed and analyzed using SmartPls v.3.2.9. The external model consists of validity and reliability testing. The internal model includes VIF, R-squared, and hypothesis testing. From the results of the research, the researcher found that Locus of Control has a negative influence on Attitude, Subjective Norms, and Perceived Behavioral Control. Attitude does not have a positive influence on Cyber Entrepreneurial Intention. Subjective Norms and Perceived Behavioral Control have a positive influence on Cyber Entrepreneurial Intention. Cyber Entrepreneurship Education does not moderate Attitude towards Cyber Entrepreneurial Intention. Cyber Entrepreneurship Education moderates Subjective Norms towards Cyber Entrepreneurship. Cyber Entrepreneurship Education moderates Perceived Behavioral Control towards Cyber Entrepreneurial Intention. Cyber Entrepreneurship does not have a positive influence on Cyber Entrepreneurial Intention.*

**Keywords:** *Locus of Control, Cyber Entrepreneurship Intention, Theory of Planned Behavior, Attitude, Subjective Norms, Perceived Behavioral Control, Cyber Entrepreneurship Education.*

References: 42 (2017-2022)